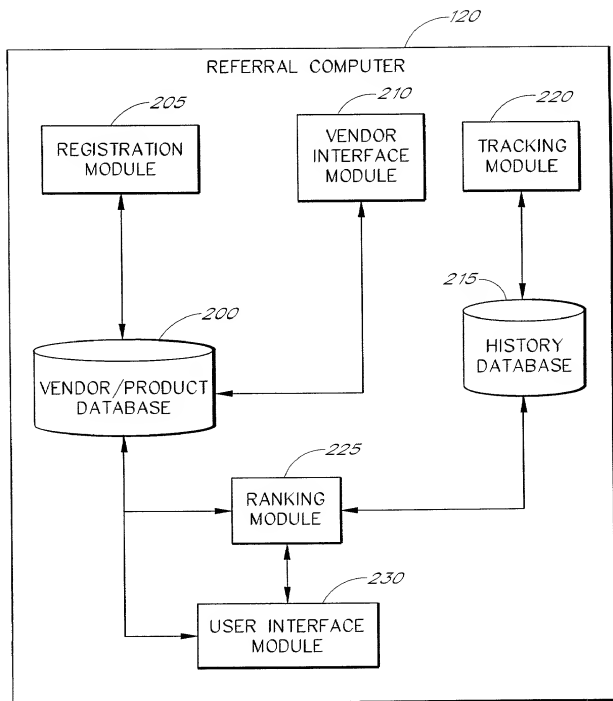


FIG. 1

*FIG. 2*

300

ATTRIBUTE TABLE

FIELD	
ATTRIBUTE ID	302
GROUP ID	304
NAME	306
VALUE	308

FIG. 3A

310

ATTRIBUTE GROUP TABLE

FIELD	
GROUP ID	304
CATEGORY ID	312
NAME	306
TYPE	314

FIG. 3B

316

CATEGORY TABLE

FIELD	
CATEGORY ID	312
PARENT ID	318
NAME	306
CATEGORY NOUN	319

FIG. 3C

318

CATEGORY BID TABLE

FIELD
VENDOR ID
CATEGORY ID
CLICK BID
PURCHASE BID
PURCHASE FRACTION

320  
312  
322  
324  
326

FIG. 3D

328

CATEGORY SYNONYM TABLE

FIELD
CATEGORY ID
SYNONYM

312  
330

FIG. 3E

DENORMAL TABLE 332

FIELD
PRODUCT ID <span style="float: right;">334</span>
VENDOR ID <span style="float: right;">320</span>
PRICE <span style="float: right;">336</span>
AVAILABILITY <span style="float: right;">338</span>
START TIME <span style="float: right;">340</span>
END TIME <span style="float: right;">342</span>
CLICK URL <span style="float: right;">344</span>
CLICK LIKELIHOOD <span style="float: right;">346</span>
BUY LIKELIHOOD <span style="float: right;">348</span>
REBATE AMOUNT <span style="float: right;">347</span>
REBATE TYPE <span style="float: right;">349</span>
MANUFACTURER ID <span style="float: right;">350</span>
NAME <span style="float: right;">306</span>
EXPECTED REVENUE <span style="float: right;">352</span>

FIG. 3F

MANUFACTURER TABLE 354

FIELD
MANUFACTURER ID <span style="float: right;">350</span>
NAME <span style="float: right;">306</span>

FIG. 3G

OFFER TABLE

FIELD
PRODUCT ID
VENDOR ID
PRICE
AVAILABILITY
START TIME
END TIME
CLICK URL
CLICK LIKELIHOOD
BUY LIKELIHOOD
REBATE AMOUNT
REBATE TYPE

FIG. 3H

PRODUCT TABLE

FIELD
PRODUCT ID
MANUFACTURER ID
MODEL NUMBER
NAME
IMAGE URL

FIG. 3I

PRODUCT ATTRIBUTE TABLE

FIELD
PRODUCT ID
ATTRIBUTE ID

FIG. 3J

PRODUCT BID TABLE

FIELD
VENDOR ID
PRODUCT ID
CLICK BID
PURCHASE BID
PURCHASE FRACTION
CATEGORY ID

FIG. 3K

PRODUCT CATEGORY TABLE

FIELD
PRODUCT ID
CATEGORY ID

FIG. 3L

PRODUCT DESCRIPTION TABLE

FIELD
PRODUCT ID
DESCRIPTION

FIG. 3M

PRODUCT KEYWORD TABLE

FIELD
PRODUCT ID
KEYWORD

FIG. 3N

386

VENDOR TABLE

FIELD	
VENDOR ID	320
NAME	306
URL	388
LOGO IMAGE URL	390
ACCOUNT ID	402

*FIG. 30*



VENDOR ACCOUNT TABLE

404

FIELD	
ACCOUNT ID	402
CONTACT LAST NAME	406
CONTACT FIRST NAME	408
CONTACT MIDDLE INITIAL	410
CONTACT PHONE	412
CONTACT FAX	414
CONTACT E-MAIL	416
CONTACT ADDRESS 1	418
CONTACT ADDRESS 2	420
CONTACT CITY	422
CONTACT STATE	424
CONTACT ZIP	426
CONTACT COUNTRY	428
USER NAME	430
PASSWORD	432
BILLING LAST NAME	434
BILLING FIRST NAME	436
BILLING MIDDLE INITIAL	438
BILLING PHONE	440
BILLING ADDRESS 1	444
BILLING ADDRESS 2	446
BILLING CITY	448
BILLING STATE	450
BILLING ZIP	452
BILLING COUNTRY	454
BILLING E-MAIL	456

FIG. 3P

460

SPREAD REQUEST TABLE

FIELD
ACCOUNT ID
VENDOR ID
UPLOAD NAME
STORAGE NAME
UPLOAD TIMESTAMP

402  
320  
462  
464  
466

FIG. 3Q

470

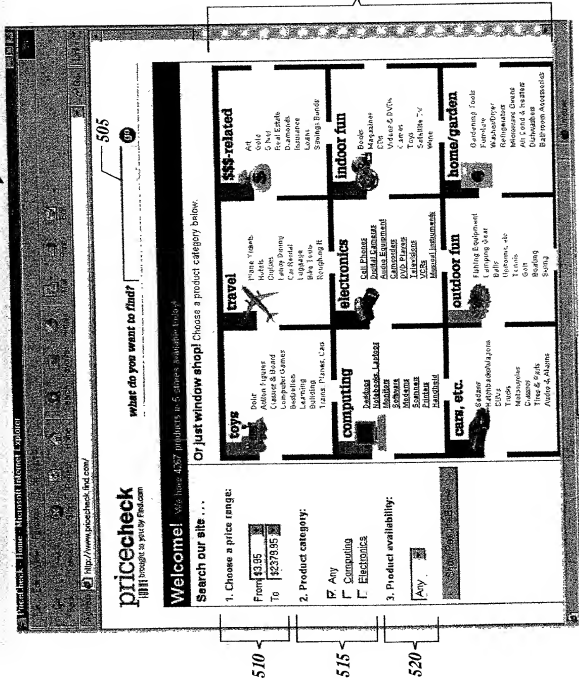
CRAWL REQUEST TABLE

FIELD
ACCOUNT ID
VENDOR ID
CRAWL URL

402  
320  
472

FIG. 3R

500



525

FIG. 4

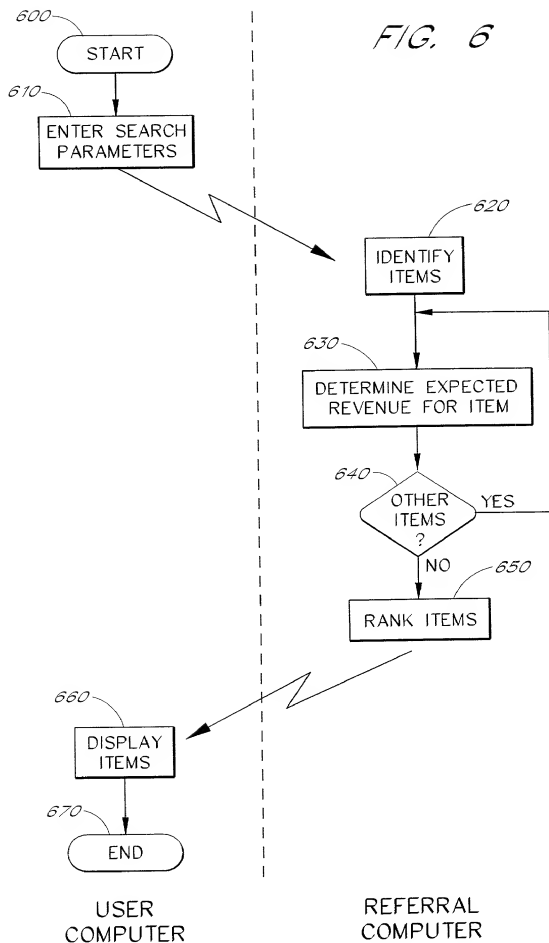
Ranks	Rankings	Description	Retailer	Price
1	20TH CENTURY FOX ENTERTAINMENT FOX SPORTS GOAT 98 VHS		<b>NECIX</b>	\$3.95 <small>buy it</small>
	BRODERBUND SOFTWARE INC CLICKART AIDS STAGE FISH VHS		<b>NECIX</b>	\$6.95 <small>buy it</small>
3	LIVE PICTURE SCHOLARSHIP SCHOLARSHIP VHS		<b>NECIX</b>	\$6.95 <small>buy it</small>
4	DISNEY COMIC BOOK TOY STORY 2 BRAND STUDIO VHS		<b>NECIX</b>	\$7.95 <small>buy it</small>
5	20TH CENTURY FOX ENTERTAINMENT SERIES SELECTED JACQUES MACQUANT MACQUANT VHS		<b>NECIX</b>	\$7.95 <small>buy it</small>
	DISNEY COMPUTER EXTRAIMAGES EXTRAIMAGES VHS			

>\$55 >\$55 >\$55 >\$55 >\$55 >\$55

590 590 590 590 590 590

575 570 570 570 570 570

**FIG. 5**



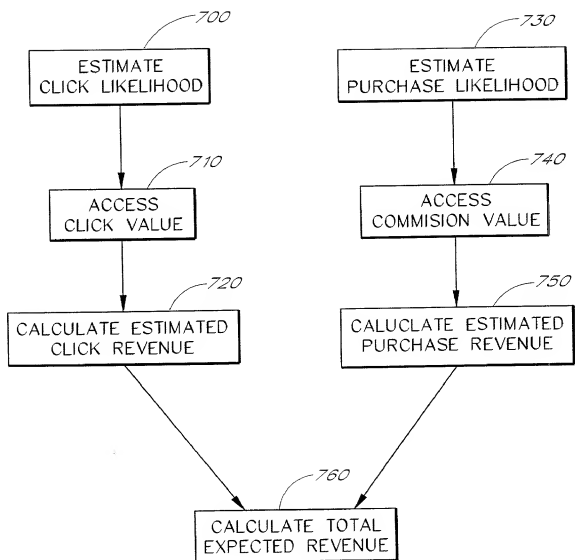


FIG. 7